

# 2nd ANNUAL LOCAL GROWER & PRODUCER SEMINAR

Belmar Conference Center – Lakewood, CO

For local growers and producers from Colorado, New Mexico, Kansas, Missouri, Idaho and Utah

Whole Foods Market® Rocky Mountain Region is actively searching for local vendors who are interested in partnering with us to create the future of natural food retailing. We are looking for vendors who are passionate about the highest quality, most unique natural and organic foods made in the communities we serve.

Nowhere in the Rocky Mountains will the farm-to-table trend be more evident than at the Whole Foods Market **Second Annual** Grower & Producer Seminar. In 2007, more than 120 local growers and producers in the Rocky Mountain Region joined us to learn how to grow their businesses with Whole Foods Market.

This year we will accept applications to attend the free seminar with the goal of hosting 125 participants.

## WHAT YOU NEED TO KNOW:

Application deadline is **Monday, Jan. 28, 2008**

We will respond to your application by February 1, 2008

There is no cost to attend the Seminar or Buyer Showcase

Breakfast and lunch will be provided during the Seminar, Feb. 19

Attendees will handle their own travel arrangements and costs

**If your application is accepted**, Feb. 20 Buyer Showcase is optional and free. 50 product samples or tastings are required. No cooking onsite and no electricity will be provided.

For questions, please contact Wendy Goodman, [rmlocalgrowers@wholefoods.com](mailto:rmlocalgrowers@wholefoods.com) or 303.440.5220



**Free One-Day Grower & Producer Seminar**  
Tuesday, February 19, 2008 • 9 am – 4 pm

### Seminar topics include:

- How to become a Whole Foods Market vendor
- Understanding Whole Foods Market's quality standards
- New products Whole Foods Market is looking for
- Whole Foods Market's Local Producer Loan program, the latest grower-producer support initiative
- Breakout Sessions with Category Buyers and Coordinators

**Free Buyer Showcase**  
Wednesday, February 20, 2008 • 9 am – Noon

### Join us at this innovative forum and buyer showcase to:

- Meet the Rocky Mountain Leadership Team
- Discuss your product with buyers and coordinators face-to-face
- Sample your product to specific category decision-makers
- Network with other producers and learn from their success stories